

By Schiff

Amending Title 20, Chapter 543 of the Minneapolis Code of Ordinances Relating to Zoning Code: On-Premise Signs.

The City Council of The City of Minneapolis do ordain as follows:

Section 1. That Section 543.30 of the above-entitled ordinance be amended to read as follows:

543.30. Compliance with standards. No person shall place, erect or maintain a sign, nor shall a lessee or owner permit property under his or her control to be used for such sign, which does not conform to the requirements of this chapter, Chapter 95, Projections and Encroachments, ~~Chapter 109, Signs and Billboards~~, of the Minneapolis Code of Ordinances, and all other applicable regulations.

Section 2. That Section 543.50 of the above-entitled ordinance be amended to read as follows:

543.50. Prohibited signs. The following signs shall be prohibited in all zoning districts, except as otherwise specified in this chapter:

- ~~(1) Flashing signs, except in the downtown districts and C3A District, or when used to provide time and temperature, subject to the provisions of section 543.230, or when allowed on theaters, as specified in section 543.180.~~
- (21) Roof signs.
- (32) Balloon signs.
- (43) Signs placed on or painted on a motor vehicle or trailer and parked with the primary purpose of providing signage.
- (54) Signs placed or maintained on natural features.
- (65) Audible signs.
- (76) Signs with moving or swinging parts or elements, except in the downtown districts and C3A District or as a window sign.

(87) Any sign relating to sexually oriented uses and prohibited by the regulations governing such uses in Chapter 549, Downtown Districts.

(98) Searchlights and strobe lights, except as allowed in Chapter 535, Regulations of General Applicability.

(409) Signs attached to skyway bridges and intended to be read from the public right-of-way.

(10) Stringer signs.

(11) Off-premise signs that do not comply with Chapter 544, Off-Premise Signs and Billboards.

(4412) Any sign not listed as either permitted or conditional or any sign not determined by the zoning administrator to be substantially similar to a sign listed as permitted or conditional in the manner provided for in Chapter 525, Administration and Enforcement, governing determination of substantially similar uses.

(13) Snipe signs.

Section 3. That Section 543.60 of the above-entitled ordinance be and is hereby repealed.

~~**543.60. Height over public property.** Signs extending over public property shall maintain a minimum clearance, as specified in Chapter 109, Signs and Billboards, of the Minneapolis Code of Ordinances.~~

Section 4. That Section 543.70 of the above-entitled ordinance be amended to read as follows:

543.7060. Illumination of signs. (a) *In general.* All lighted signs shall comply with the performance standards governing lighting contained in Chapter 535, Regulations of General Applicability, and may be illuminated as follows where allowed by Tables 543-1, Specific Standards for Signs in the Residence and OR1 Districts, 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, and subject to all other applicable regulations of this chapter:

(1) ~~*Back-lighted*~~ *Backlit.* A light source contained within the sign element or sign cabinet that illuminates by shining through a translucent surface or sign face, except where only the letters, numbers or logos of the sign copy are illuminated.

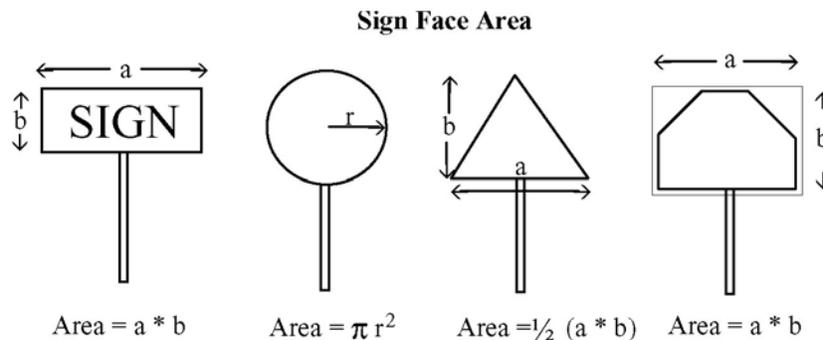
- (2) *External.* A light source outside the sign element or sign cabinet that illuminates by directing light onto the sign surface, such as by floodlight or spotlight.
- (3) *Internal.* A light source contained within the sign cabinet that illuminates by directing light onto the sign surface, or that illuminates only the letters, numbers or logos of the sign copy, and which is not ~~back-lighting~~ backlit.
- ~~(4) *Neon.* A light source supplied by neon or other gas in which the light tube is bent to form letters, symbols or other shapes.~~

(b) *Lighted signs in the residence or OR1 Districts.* Lighted signs in the residence or OR1 Districts shall not be ~~back-lighted~~ backlit, shall be no closer than twenty (20) feet from the nearest residence district or OR1 District property line, and shall be illuminated only by white or amber light.

(c) *Lighted signs in all other districts.* Lighted signs facing and on property adjacent to or across a street or alley from a residence district or OR1 District shall not be ~~back-lighted~~ backlit, and shall be no closer than twenty (20) feet from the nearest residence district or OR1 District boundary. This provision shall not apply to signs that are located at least three hundred (300) feet from a residence or OR1 District.

Section 5. That Section 543.80 of the above-entitled ordinance be amended to read as follows:

543.8070. Computation of sign face area. (a) *Framed signs.* The area of a sign face enclosed in a frame or cabinet shall be determined on the basis of the outer dimensions of the frame or cabinet surrounding the sign face. Where the frame or cabinet is not in the shape of a rectangle, square, triangle or circle, the sign face area shall be determined by calculating the area of an imaginary rectangle drawn around the frame or cabinet.



(b) *Back-to-back signs.* When the faces of a back-to-back sign are parallel or within thirty-five (35) degrees of parallel, the sign face area shall be

determined on the basis of only one (1) side of such sign. If the sign faces are not within thirty-five (35) degrees of parallel, the sign face area shall be determined on the basis of the sum of the areas of each sign face.

~~(c) *Multiple framed signs.* For freestanding and projecting signs that contain multiple frames on a single structure and oriented in the same direction, the sign face area shall be determined on the basis of the sum of the areas of each cabinet.~~ (c) *Freestanding signs.* For freestanding signs that have a solid base, the size of the base shall not be included in the total sign face area.

(d) *Three dimensional signs.* For globe signs, three (3) dimensional, three (3) or more sided signs, or signs with indistinct sign faces, the sign face area shall be determined on the basis of the maximum surface area visible at any one (1) time.

(e) *Individual elements.* When signs are constructed of individual elements attached to a building or wall, the sign face area shall be determined by calculating the area of an imaginary rectangle drawn around the sign elements.

(f) *Painted wall signs.* If a painted wall sign is incorporated into a painted wall decoration, both the wall sign and decoration shall be counted as the sign face area.

(g) *Awnings, canopies and marquees.* When signs are incorporated into awnings, canopies and marquees, the sign area shall be determined by computing the area of an imaginary rectangle drawn around the sign. ~~Back-lighted~~ Backlit awnings and canopies, with or without signage, shall be considered a sign and shall be included in the calculation of total permitted building sign area.

(h) *Banners.* When signs are incorporated into banners, the sign area shall be determined on the basis of the outer dimensions of the banner.

(i) *Building facades.* ~~Back-lighted~~ Backlit building facades, with or without signage, shall be included in the calculation of total permitted building sign area.

~~(j) *Address exempted.* A building sign containing only the street number and street name shall be exempt from total sign face area calculations, provided such address lettering shall not exceed eight (8) inches in height and three (3) feet in length.~~

Section 6. That Section 543.90 of the above-entitled ordinance be renumbered as follows:

543.9080. Computation of sign height. Sign height shall be calculated as the vertical distance from the natural grade measured at a point either at the curb level or ten (10) feet away from the front center of the sign, whichever is closer, to the upper-most point used in measuring the area of a sign.

Section 7. That Chapter 543 of the Minneapolis Code of Ordinances be amended by adding thereto a new Article III, including new Sections 543.90-543.190, to read as follows:

ARTICLE III. SIGN PERMITTING, INSTALLATION AND MAINTENANCE

543.90. Sign hangers to be licensed. No person shall install, reconstruct, alter, repair or remove any sign or submit a sign permit application without first having secured a sign hanger's license from the director of regulatory services.

543.100. Permits required. (a) In general. No person shall paint or install any sign without first obtaining a permit from the zoning administrator. An application for a sign permit shall be filed on a form approved by the zoning administrator along with all supporting documentation including the permit fee. The fee for such permit shall be as set forth in Chapter 91, Permit Fees, of the Minneapolis Code of Ordinances.

(b) Exceptions. No sign permit shall be required for the installation of the following signs:

- (1) Any sign that is less than three (3) square feet in area and which merely announces the name of the proprietor or the nature of the business conducted at that location.
- (2) Portable sign less than twelve (12) square feet in area.
- (3) Real estate or project information sign less than eight (8) square feet in area and six (6) feet in height.
- (4) Signs placed on the inside of any building that are not visible or intended to be visible from the exterior of the building.
- (5) Window sign, except a dynamic sign.
- (6) Replacement of the changeable copy portion of a sign having a stationary framework or structure.
- (7) Approved signs loosened from their supports and taken down, painted and replaced without any change having been made in their size, form, or illumination, or in the ownership thereof.

- (8) Repainting any legal, existing sign when there is no change in copy or size for which previous permits had been issued.

543.110. Mounting of signs. All signs shall be mounted in one (1) of the following manners:

- (1) Flat against a building or wall.
- (2) Back-to-back in pairs or otherwise arranged in such a manner so that the back of the signs will be screened from public view.
- (3) Otherwise mounted so that the backs of all signs showing to public view, including all parts of the sign structure, shall be painted a dark or neutral color and shall be well maintained.

543.120. Installation of signs. Signs shall be subject to the provisions of the building code and state electrical code.

543.130. Height over public property. (a) Public streets, public sidewalks or public pathways. The minimum height of a sign that projects over a public street, public sidewalk or public pathway shall be located not less than eight (8) feet above the ground or pavement. Signs that do not project more than six (6) inches from the building are exempt from this provision.

(b) Public alley. The minimum height of a sign that projects over a public alley shall be located not less than fifteen (15) feet above the ground or pavement.

543. 140. Signs not to be a traffic hazard. (a) Misleading signs. No sign shall be installed in a way that obstructs clear vision of persons using the streets, or may be confused with any authorized traffic sign, signal, or device. No sign, other than a public sign, which makes use of the words "Stop," "Look," "Danger," or any other word, phrase, symbol, or character which may interfere with, mislead, or confuse persons shall be visible from a public street. In addition, a sign in direct line of vision of any traffic signal, from any point in the traffic lane from a position opposite the near sidewalk line to a position one hundred fifty (150) feet before said sidewalk line, shall not have red, green or amber illumination.

(b) Site triangle. No sign shall be located within a distance of fifteen (15) feet from any street, alley or driveway intersection where the zoning administrator finds it to obstruct one's view of approaching, merging or intersecting traffic.

543. 150. Maintenance and repair. (a) Maintenance required. All signs shall be kept in good repair and free from peeling paint, rust, damaged or rotted

supports, framework or other material, broken or missing faces or missing letters. The zoning administrator may order the removal of any sign that is not maintained.

(b) *Activities considered normal maintenance and repair.* Normal maintenance and repair shall include activities such as replacement, restoration or improvement. Following damage or destruction, replacement of a nonconformity shall mean that the sign face or sign structure and site, if reinstated with a nonconformity as allowed under the terms of this chapter, shall be reconstructed to match the conditions of the sign face or sign structure that preceded damage or destruction. Reasonable conditions may be imposed by the zoning administrator to mitigate any newly created impact on adjacent property. Nonconformities that are completely or substantially reconstructed that include changes to building placement or design shall be subject to the findings and procedures for expansion or alteration of nonconforming uses and structures as specified in Chapter 531, Nonconforming Uses and Structures.

(c) *Items not considered normal maintenance and repair.* Changes made to the location, size, height or bulk of the sign or addition of illumination are not considered normal maintenance and repair and shall require that a nonconforming sign be brought into conformance with all requirements of this chapter.

543.160. Unsafe signs. Signs which are deemed unsafe by the zoning administrator shall be either repaired or removed immediately.

543.170. Abandoned signs. Any sign which advertises or directs attention to a business, profession, commodity, service or entertainment no longer in existence at the premises on which such sign is located, shall be deemed abandoned and shall be removed within thirty (30) days of notice from the zoning administrator or shall have shown reasonable cause for failure to do so. The removal required by this section shall include all supporting brackets, frames or other structural elements of the abandoned sign.

543.180. Complete removal of signs. Whenever a sign of any type is removed, either intentionally, accidentally or by an act of nature, all supporting brackets, frames or other structural elements shall be removed completely.

543.190. Surface repair. Any surface from which a sign has been moved or removed shall be repaired with materials which match the existing background.

Section 8. That the title of Article III, Chapter 543 of the Minneapolis Code of Ordinances be amended to read as follows:

ARTICLE ~~III~~IV. SPECIFIC SIGN STANDARDS BY ZONING DISTRICTS

Section 9. That Section 543.100 of the above-entitled ordinance be amended to read as follows:

543.100200. Specific sign standards. (a) *In general.* All signs shall conform to the applicable standards of Table 543-1, Specific Standards for Signs in the Residence and OR1 Districts, Table 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, Table 543-3, Specific Standards for Signs in the Downtown Districts, and Table 543-4, Specific Standards for Signs in the Industrial Districts, and all other applicable regulations of this chapter.

(b) *Abbreviations.* For purposes of Tables 543-1, 543-2, 543-3 and 543-4, "sq. ft." shall mean square feet, and "ft." shall mean feet.

(c) *References to primary building wall.* For purposes of Tables 543-1, 543-2, 543-3 and 543-4, references to "primary building wall" shall be measured in linear feet.

(d) *Sign location.* Signs shall be placed on a primary building wall.

Section 10. That Table 543-1 of the above-entitled ordinance be amended to read as follows:

Table 543-1 Specific Standards for Signs in the Residence and OR1 Districts⁴

<i>Use</i>	<i>Sign Standards</i>
RESIDENTIAL USES	
Dwellings	
Single and two-family dwelling Multiple-family dwelling, three (3) and four (4) units One (1) to four (4) dwelling units as part of a mixed use building	One nonilluminated, flat wall identification sign per dwelling unit not exceeding one (1) sq. ft. in area. Maximum height of eight (8) ft. or top of wall, whichever is less. On a corner lot, two such signs per dwelling unit.
Multiple-family dwelling, five (5) units or more on a lot	One nonilluminated, flat wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building.

less than 40,000 between zero (0) and 9,999 sq. ft.	
<u>Multiple-family dwelling, five (5) units or more on a lot between 10,000 and 43,559 sq. ft.</u>	<u>One nonilluminated, flat wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building.</u>
Multiple-family dwelling, five (5) units or more on a lot of 40,000 <u>43,560</u> sq. ft. or more	One wall identification sign not exceeding thirty-two (32) <u>forty-eight (48)</u> sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding ground monument <u>sign</u> ¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the ground monument <u>sign</u> ¹ , but not both, may be illuminated.
Cluster development Planned residential development	As approved by CUP
<u>Planned unit development</u>	<u>As approved by CUP</u>
Congregate Living	
Community residential facility serving six (6) or fewer persons	One nonilluminated, flat wall identification sign per dwelling unit not exceeding one (1) sq. ft. in area. Maximum height of eight (8) ft. or top of wall, whichever is less. On a corner lot, two such signs per dwelling unit <u>building</u> .
Community residential facility serving seven (7) to thirty-two (32) persons Faculty house Fraternity or sorority Hospitality	One nonilluminated, flat wall identification sign not exceeding eight (8) <u>thirty-two (32)</u> sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building.

residence Residential hospice Supportive housing	
Board and care/Nursing home/Assisted living	One wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding ground <u>monument</u> sign ¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the ground <u>monument</u> sign ¹ , but not both, may be illuminated.
INSTITUTIONAL AND PUBLIC USES	
Educational Facilities	
Early childhood learning center School, grades K-12	One wall identification sign not exceeding thirty-two (32) <u>sixteen (16)</u> sq. ft. Maximum height of sixteen (16) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding <u>ground monument</u> sign ¹ not exceeding thirty-two (32) <u>sixteen (16)</u> sq. ft. in area and eight (8) <u>six (6)</u> ft. in height. Either the wall sign or the ground <u>monument</u> sign ¹ , but not both, may be illuminated.
School, grades K - 12	<u>One wall identification sign not exceeding thirty-two (32) sq. ft. per block face. Maximum height of fourteen (14) ft. or top of wall, whichever is less. In addition, one (1) monument sign¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the monument sign¹, but not both, may be a dynamic changeable copy sign. The dynamic changeable copy sign portion of the sign shall not exceed sixteen (16) sq. ft. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u>
Preschool	One nonilluminated, flat wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of twelve (12) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. <u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u>
Social, Cultural, Charitable and Recreational Facilities	

<p>Athletic field Cemetery Golf course Library Park Park</p>	<p>One wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding ground monument sign¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. <u>Either the wall sign or the monument sign¹, but not both, may be a dynamic changeable copy sign. The dynamic changeable copy sign portion of the sign shall not exceed sixteen (16) sq. ft.</u> Either the wall sign or the ground monument sign¹, but not both, may be illuminated.</p>
<p>Community garden</p>	<p>One nonilluminated identification sign not exceeding four (4) <u>eight (8)</u> sq. ft. Maximum height of four (4) <u>six (6)</u> ft.</p>
<p>Developmental achievement center</p>	<p>One nonilluminated, flat wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building.</p>
<p><u>Educational arts center</u></p>	<p><u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u></p>
<p><u>Theater, indoor, provided live performances only</u></p>	<p><u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u></p>
<p>Religious Institutions</p>	
<p>Place of assembly on a lot less than 20,000 sq. ft.</p>	<p>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding ground monument sign¹ not exceeding eight (8) <u>sixteen (16)</u> sq. ft. in area and six (6) ft. in height. <u>Either the wall sign or the monument sign¹, but not both, may be a dynamic changeable copy sign. The dynamic changeable copy sign portion of the sign shall not exceed sixteen (16) sq. ft.</u> Either the wall sign or the ground monument sign¹, but not both, may be illuminated.</p>
<p>Place of assembly on a lot of 20,000</p>	<p>One wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of sixteen (16) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per</p>

sq. ft. or more	building. In addition, one (1) <u>freestanding ground monument sign¹</u> not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. <u>Either the wall sign or the monument sign¹, but not both, may be a dynamic changeable copy sign. The dynamic changeable copy sign portion of the sign shall not exceed sixteen (16) sq. ft.</u> Either the wall sign or the <u>ground monument sign¹</u> , but not both, may be illuminated.
COMMERCIAL USES	
Bed and breakfast home	One nonilluminated, flat wall identification sign not exceeding four (4) sq. ft. Maximum height of eight (8) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs.
Child care center	One nonilluminated, flat wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of twelve (12) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. <u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u>
Clinic, medical or dental	One nonilluminated, flat wall identification sign not exceeding eight (8) sq. ft. Maximum height of twelve (12) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. <u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u>
Nursery or green house	One wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of twelve (12) <u>fourteen (14)</u> ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) <u>freestanding ground monument sign¹</u> not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the <u>ground monument sign¹</u> , but not both, may be illuminated.
Offices	One nonilluminated, flat wall identification sign not exceeding eight (8) sq. ft. Maximum height of twelve (12) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. <u>One wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall,</u>

	<u>whichever is less. On a corner lot, two such signs per building. In addition, one (1) monument sign¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign¹, but not both, may be illuminated.</u>
PUBLIC SERVICES AND UTILITIES	As approved by CUP
TYPES OF BUILDING SIGNS ALLOWED	
Wall signs	Yes
Projecting signs	Not allowed
Awning and canopy signs	Yes, but no back-lighted awning or canopy signs.
Window signs	Not allowed
Roof signs	Not allowed
AUXILIARY SIGNS	See Section 543.190.

¹ ~~Freestanding ground~~ Monument signs, where allowed, may be located in a required front or corner side yard but shall be no closer than ten (10) feet from the nearest residence or office residence property line.

Section 11. That Table 543-2 of the above-entitled ordinance be amended to read as follows:

Table 543-2 Specific Standards for Signs in the OR2, OR3 and Commercial Districts⁴

<u>Zoning District Sign Standards</u>						
	OR2, OR3	C1	C2	C3A	C3S	C4
Signs Attached to Buildings						
Size Allocation	For all districts except C3S, one (1) sq. ft. of signage per one (1) ft. of primary building wall if a freestanding sign is on the same zoning lot. If there is no freestanding sign on the same zoning lot, one and one-half (1.5) sq. ft. of signage for each one (1) ft. of primary building wall. For the C3S District, two (2) sq. ft. of signage per primary building wall. Sign area based upon one (1) primary building wall shall not be placed on another primary any other building wall.					
Minimum sign	30 sq. ft					

area guaranteed for a ground floor nonresidential use that comprises a portion of a building wall						
Maximum number of signs	No limit within size allocation					
Maximum area per sign, except projecting signs	180 sq. ft. except neighborhood serving retail and services shall not exceed 30 sq. ft.	45 sq. ft.	180 sq. ft.	180 sq. ft. except retail sales and services shall not exceed 45 sq. ft.	300 sq. ft.	180 sq. ft.
Maximum area per projecting sign	12 sq. ft.	12 <u>16</u> sq. ft.	16 <u>20</u> sq. ft.	48 sq. ft.	24 sq. ft.	16 <u>20</u> sq. ft.
Lighting of signs	Yes, <u>but no backlit signs.</u>					
Maximum height of signs	14 ft ²¹	14 ft ²¹	24 <u>28</u> ft.	No limit	No limit	24 <u>28</u> ft.
Types of signs attached to buildings allowed						
Wall signs	Yes					
Projecting signs	Yes, but a projecting sign shall not be allowed if a freestanding sign is on the same zoning lot. A projecting sign shall not extend outward from the building more than four (4) ft.					
Awning, canopy and marquee signs	Yes, but no back-lighted <u>backlit</u> awning or canopy signs in the C3A and office residence districts.					
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>					
<u>Dynamic</u>	<u>No</u>	<u>No</u>	<u>Yes, see Section 543.340</u>			

<u>signs</u>						
Window signs	Yes					
Roof signs	Not allowed					
Freestanding Signs						
Size allocation	One (1) sq. ft. of signage per one (1) ft. of frontage, subject to the zoning district sign area limitations. Where there is more than one (1) frontage, sign area shall be based upon the frontage toward which the sign is oriented. Sign area based upon one (1) frontage shall not be placed on another frontage except as otherwise provided in the C3S District.					
Maximum number of signs (See also <u>Section 543.220360</u>)	1 per zoning lot	1 per zoning lot	1 per zoning lot	1 per zoning lot	1 per 600 ft. of primary frontage or fraction thereof, but not more than two (2), and 1 per secondary frontage of 600 ft. or more ³	1 per zoning lot
Maximum area per sign	32 sq. ft.	54 sq. ft.	80 sq. ft.	80 sq. ft.	One (1) sign up to 250 sq. ft. on the primary frontage. All other signs 80 sq. ft.	80 sq. ft.
Lighting of signs	Yes, <u>but no backlit signs.</u>					
Maximum height of signs ⁴	8 ft.	20 ft. <u>8 ft.</u>	25 ft. <u>8 ft. except pole signs</u>	25 ft. <u>8 ft.</u>	One (1) sign up to 30 ft. on the primary	25 ft. <u>8 ft. except pole signs</u>

			<u>shall not exceed 16 ft.</u>		<u>frontage</u> -All other signs 20 ft. <u>8 ft. except pole signs shall not exceed 24 feet</u>	<u>shall not exceed 16 ft.</u>
When not allowed	For all districts except C3S, a freestanding sign shall not be allowed if there is a projecting sign on the same zoning lot, or if existing signs attached to buildings on the same zoning lot exceed one (1) sq. ft. of signage for each one (1) ft. of primary building wall. For the C3S District, a freestanding sign shall not be allowed if existing signs attached to buildings on the same zoning lot exceed two (2) sq. ft. of signage for each one (1) ft. or primary building wall.					
<u>Location restriction</u>	<u>A freestanding sign may be located in a required front or corner side yard not exceeding eight (8) ft. and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary.</u>					
<u>Types of freestanding signs allowed</u>						
<u>Monument Signs</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
<u>Pole Signs</u>	<u>No</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>Yes</u>
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>					
<u>Service Area Canopy Signs</u>	<u>See Section 543.310. Yes, see Section 543.430.</u>					
<u>Auxiliary Signs</u>	<u>See Section 543.190. Yes, see Section 543.300.</u>					

⁴ Signage for residential uses first allowed in the residence districts and bed and breakfast homes that are located in the OR2, OR3 or the commercial districts shall be governed by the regulations of Table 543-1.

^{2 1} Where a building contains a nonresidential use above the ground floor, one (1) sign for such use not higher than ~~twenty-four (24)~~ twenty-eight (28) ft. shall be allowed within size allocation and limits on maximum sign area.

³ If a frontage is longer than six hundred (600) ft., one (1) additional sign based upon another frontage may be placed on such frontage for each three hundred (300) ft. of frontage in excess of six hundred (600) ft.

⁴ Freestanding signs may be located in a required front or corner side yard but shall not be higher than eight (8) ft. and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary.

Section 12. That Table 543-3 of the above-entitled ordinance be amended to read as follows:

Table 543-3 Specific Standards for Signs in the Downtown Districts⁴

<i>Downtown District Sign Standards</i>				
	<i>B4</i>	<i>B4S</i>	<i>B4C</i>	<i>Downtown Entertainment Area²¹</i>
Signs Attached to Buildings				
Size Allocation	Two and one-half (2.5) sq. ft. of signage per one (1) ft. of primary building wall.			Eight (8) sq. ft. of signage per one (1) ft. of primary building wall.
	Sign area based upon one (1) primary building wall shall not be placed on another primary building <u>any other wall</u> .			
Minimum sign area guaranteed for a ground floor nonresidential use that comprises a portion of a building wall	30 sq. ft.			45 sq. ft.
Maximum number of signs	No limit within size allocation			
Maximum area per sign, except projecting signs	120 sq. ft.			300 sq. ft.
Maximum area per projecting sign	48 sq. ft.			80 sq. ft.
Lighting of signs	Yes, but no back-lighted <u>backlit</u> signs.			
Maximum height of signs, except projecting signs	16 ft. ³ 28 ft.			No limit
Maximum	24 ft.			No limit

height of projecting signs		
Types of signs attached to buildings allowed		
Wall signs	Yes	
Projecting signs	Yes. A projecting sign shall not extend outward from the building more than four (4) feet except in the Downtown Entertainment Area where a projecting sign shall not extend outward from the building more than eight (8) feet.	
Awning, canopy and marquee signs	Yes, but no back-lighted <u>backlit</u> awning or canopy signs.	
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>	
<u>Dynamic signs</u>	<u>Yes, see Section 543.340</u>	
Window signs	Yes	
Roof signs	Not allowed	
Freestanding Signs		
Size allocation	One (1) sq. ft. of signage per one (1) ft. of frontage, subject to the zoning district sign area limitations. Where there is more than one (1) frontage, sign area shall be based upon the frontage toward which the sign is oriented. Sign area based upon one (1) frontage shall not be placed on another frontage.	
Maximum number of signs (See also <u>Section 543.220360</u>)	One <u>(1)</u> per zoning lot	
Maximum area per sign	32 sq. ft.	
Lighting of signs	Signs may be externally or internally illuminated, and in the Downtown Entertainment Area, may be back-lighted. Yes, but no back-lighted <u>backlit</u> signs.	
<u>Maximum height of signs</u>	<u>8 ft.</u>	
Maximum height of signs ⁴	8 ft.	25 ft.
When not allowed	A freestanding sign shall not be allowed if there is a projecting sign on the same zoning lot, or if existing signs attached to buildings on the same zoning lot exceed two and one-half (2.5) sq. ft. of signage for each one (1) ft. of primary building wall.	A freestanding sign shall not be allowed if existing signs attached to buildings on

		the same zoning lot exceed eight (8) sq. ft. of signage for each one (1) ft. of primary building wall.
<u>Location restriction</u>	<u>A freestanding sign may be located in a required front or corner side yard not exceeding eight (8) ft. in height and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary</u>	
<u>Types of freestanding signs allowed</u>		
<u>Monument Signs</u>	<u>Yes</u>	
<u>Pole Signs</u>	<u>No</u>	
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>	
<u>Service Area Canopy Signs</u>	<u>See Section 543.310. Yes, see Section 543.430.</u>	
<u>Auxiliary Signs</u>	<u>See Section 543.190. Yes, see Section 543.300.</u>	

¹ ~~Signage for residential uses first allowed in the residence districts and bed and breakfast homes that are located in the downtown districts shall be governed by the regulations of Table 543-1.~~

²¹ The Downtown Entertainment Area sign regulations shall govern all uses that have their main public entrance facing Hennepin Avenue within the following locations: (a) The north side of Hennepin Avenue between Tenth Street and Fifth Street, and (b) The south side of Hennepin Avenue between Ninth Street and Sixth Street.

³ ~~Where a building contains a nonresidential use above the ground floor, one (1) sign for such use not higher than twenty-four (24) ft. shall be allowed within size allocation and limits on maximum sign area.~~

⁴ ~~Freestanding signs may be located in a required front or corner side yard but shall not be higher than eight (8) ft. and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary.~~

Section 13. That Table 543-4 of the above-entitled ordinance be amended to read as follows:

Table 543-4 Specific Standards for Signs in the Industrial Districts⁴

<i>Industrial Districts Sign Standards</i>	
Signs Attached to Buildings	
Size Allocation	One (1) sq. ft. of signage per one (1) ft. of primary building wall if a freestanding sign is on the same zoning lot. If there

	is no freestanding sign on the same zoning lot, one and one-half (1.5) sq. ft. of signage for each one (1) ft. of primary building wall. Sign area based upon one (1) primary building wall shall not be placed on another primary building <u>any other wall.</u>
Minimum sign area guaranteed for a ground floor nonresidential use	30 sq. ft.
Maximum number of signs	No limit within size allocation
Maximum area per sign, except projecting signs	180 sq. ft.
Maximum area per projecting sign	46 <u>20</u> sq. ft.
Lighting of signs	<u>Yes, but no backlit signs.</u>
Maximum height of <u>monument</u> signs	24 <u>8</u> ft.
<u>Maximum height of pole signs</u>	<u>28 ft.</u>
<u>Types of signs attached to buildings allowed</u>	
Wall signs	Yes
Projecting signs	Yes, but a projecting sign shall not be allowed if a freestanding sign is on the same zoning lot. A projecting sign shall not extend outward from the building more than four (4) ft.
Awning, canopy and marquee signs	<u>Yes, but no backlit awning or canopy signs.</u>
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>
<u>Dynamic signs</u>	<u>Yes, see Section 543.340.</u>
Window signs	Yes
Roof signs	Not allowed
<u>Freestanding Signs</u>	
Size allocation	One (1) sq. ft. of signage per one (1) ft. of frontage, subject to the sign area limitations. Where there is more than one (1) frontage, sign area shall be based upon the frontage toward which the sign is oriented. Sign area based upon one (1) frontage shall not be placed on another site

	frontage.
Maximum number of signs (See also <u>Section 543.360</u>)	1 per 600 ft. of primary frontage or fraction thereof, but not more than two (2), and 1 per secondary frontage of 600 ft. or more.
Maximum area per sign	80 sq. ft.
Lighting of signs	Yes, <u>but no backlit signs.</u>
Maximum height of signs ²	25 <u>24</u> ft.
When not allowed	A freestanding sign shall not be allowed if existing signs attached to buildings on the same zoning lot exceed one (1) sq. ft. of signage for each one (1) ft. of primary building wall.
<u>Location restriction</u>	<u>A freestanding sign may be located in a required front or corner side yard not exceeding eight (8) ft. in height and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary</u>
<u>Types of freestanding signs allowed</u>	
<u>Monument Signs</u>	<u>Yes</u>
<u>Pole Signs</u>	<u>Yes</u>
<u>Dynamic Changeable Copy Signs</u>	<u>Yes, see Section 543.330.</u>
Service Area Canopy Signs	See Section 543.310. <u>Yes, see Section 543.430.</u>
Auxiliary Signs	See Section 543.190. <u>Yes, see Section 543.300.</u>

¹ ~~Signage for residential uses that are located in the industrial districts shall be governed by the regulations of Table 543-1.~~

² ~~Freestanding signs may be located in a required front or corner side yard but shall not be higher than eight (8) ft. and shall be no closer than ten (10) ft. from the nearest residence or office residence district boundary.~~

Section 14. That the title of Article IV, Chapter 543 of the Minneapolis Code of Ordinances be amended to read as follows:

ARTICLE ~~IV~~V. SPECIAL PROVISIONS FOR SPECIFIC USES

Section 15. That Section 543.110 of the above-entitled ordinance be renumbered as follows:

543.110210. Convention center, public. Signs accessory to public convention centers shall be regulated by the sign standards for the Downtown Entertainment Area as specified in Table 543-3, Specific Standards for Signs in the Downtown Districts, except that freestanding signs shall be limited to a

maximum area of three hundred (300) square feet and a maximum height of twenty-five (25) feet.

Section 16. That Section 543.115 of the above-entitled ordinance be amended to read as follows:

543.115220. Farmers' market. Notwithstanding the provisions of Tables 543-1 Specific Standards for Signs in the Residence and OR1 Districts, 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4 Specific Standards for Signs in the Industrial Districts, signage accessory to a farmers' market shall be limited to one (1) square foot of signage per one (1) foot of street frontage of the zoning lot. One (1) freestanding sign shall be allowed per zoning lot. Freestanding signs shall not exceed fifty-four (54) square feet in area and ~~twenty (20)~~ fourteen (14) feet in height. All other signs shall not exceed forty-five (45) square feet in area and fourteen (14) feet in height. Signs for temporary farmers' markets shall not be permanently installed on the site.

Section 17. That Section 543.120 of the above-entitled ordinance be amended to read as follows:

543.120230. Multiple tenant buildings. (a) *Master sign plan required.* Any application for a sign permit for a multiple tenant building, ~~or for a building permit or zoning certificate that includes the provision of signage for such multiple tenant building,~~ shall include a master sign plan for the building. Said plan shall be drawn to scale and fully dimensioned, showing any signage to be provided in compliance with the Minneapolis Code of Ordinances.

(b) *Allocation of signage.* The property owner or the property owner's designee shall be responsible for allocating the allowable sign area among the tenants of a multiple tenant building. ~~If the property owner does not allocate such sign area, the zoning administrator may do so based on the proportion of floor area occupied by each tenant.~~

Section 18. That Section 543.130 of the above-entitled ordinance be and is hereby repealed.

~~**543.130. Neighborhood serving retail sales and services.** Freestanding signs shall be prohibited accessory to neighborhood serving retail sales and services located in the OR2 and OR3 Office Residence Districts.~~

Section 19. That the above-entitled ordinance be amended by adding thereto Section 543.240 to read as follows:

543.240. Museums. Notwithstanding any other provision to the contrary, on-premise dynamic wall or window signs may be allowed on museums of at

least one hundred thousand (100,000) square feet of gross floor area (in those districts where museums are allowed) when approved as a sign adjustment pursuant to Chapter 543, On-Premise Signs, and Chapter 525, Administration and Enforcement.

Section 20. That Section 543.140 of the above-entitled ordinance be amended to read as follows:

543.140250. Nonconforming uses. Newly established signs located on nonconforming uses shall ~~meet the requirements of the zoning district in which the use is located,~~ be limited to one nonilluminated, flat wall identification sign, not to exceed sixteen (16) square feet in area and fourteen (14) feet in height. In addition, on a corner lot, two (2) such signs per building, except as otherwise allowed in the manner provided for in Chapter 531, Nonconforming Uses and Structures, governing expansion or alteration of legal nonconforming uses and structures.

Section 21. That Section 543.150 of the above-entitled ordinance be amended to read as follows:

543.150260. Parking lots. (a) *Off-site accessory parking lots.* Notwithstanding the provisions of Tables 543-1 Specific Standards for Signs in the Residence and OR1 Districts, 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4 Specific Standards for Signs in the Industrial Districts, signage accessory to off-site accessory parking lots shall be limited to one (1) nonilluminated sign per entrance, not to exceed eight (8) square feet in area and six (6) feet in height. In addition, not more than two (2) auxiliary signs per entrance shall be provided on the site. No sign shall project beyond the property line into the public right-of-way.

(b) *Principal use parking lots.* Notwithstanding the provisions of Tables 543-2, 543-3 and 543-4, signage accessory to principal use parking lots shall be limited to one (1) nonilluminated sign per entrance, not to exceed ~~fifteen (15)~~ sixteen (16) square feet in area and ~~fifteen (15)~~ fourteen (14) feet in height. In addition, not more than two (2) auxiliary signs per entrance shall be provided on the site. No sign shall project beyond the property line into the public right-of-way.

Section 22. That Section 543.160 of the above-entitled ordinance be renumbered as follows:

543.160270. Planned unit developments. Signs accessory to planned unit developments shall be allowed as approved by the conditional use permit, as specified in Chapter 527, Planned Unit Development.

Section 23. That Section 543.170 of the above-entitled ordinance be renumbered as follows:

543.170280. Regional sports arena. Signs accessory to regional sports arenas shall be regulated by the sign standards for the Downtown Entertainment Area as specified in Table 543-3, Specific Standards for Signs in the Downtown Districts.

Section 24. That Section 543.180 of the above-entitled ordinance be amended to read as follows:

543.180290. Theaters. (a) *In general.* ~~Manual Changeable~~ changeable copy signs shall be permitted on theater marquees (in those districts where theaters are allowed) in addition to the permitted name or nameplate, with the following limitations:

- (1) ~~Manual Changeable~~ changeable copy signs shall list by means of lettering or other symbols only what is currently playing inside the theater, or coming attractions which will be presented in the theater, except signs regulated by the sign standards for the Downtown Entertainment Area.
- (2) The maximum vertical dimension of a theater manual changeable copy sign shall be ~~eight (8) feet, four (4) inches~~ nine (9) feet.
- (3) There shall be a maximum of three (3) manual changeable copy signs on any one (1) theater marquee, but not more than one (1) manual changeable copy sign on any one (1) face.
- (4) Identification signs may be erected on or above any theater marquee, subject to the dimensional limitations listed for the district in which the theater is located. Identification signs shall be regulated the same as manual changeable copy signs as to number permitted.
- (5) Except in the office residence districts, traveling or chasing lights shall be allowed on the face of any manual changeable copy sign within the size limitation for such panel or as soffit lighting under such theater marquee.

(b) *Definition of theater marquee.* "Theater marquee," as used in this section only, shall be defined as a permanent, roof-like structure projecting over an entryway, parallel to the ground, located on a building in which entertainment is provided by the showing of pictures on a screen or by live production upon a stage and which building is designed with an auditorium with permanent fixed seating.

Section 25. That Section 543.185 of the above-entitled ordinance be and is hereby repealed.

~~**543.185. Museums.** Notwithstanding any other provision to the contrary, on-premise flashing wall or window signs may be allowed on museums of at least one hundred thousand (100,000) square feet (in those districts where museums are allowed) when approved as a sign adjustment pursuant to Chapter 543, On-Premise Signs, and Chapter 525, Administration and Enforcement.~~

Section 26. That the title of Article V, Chapter 543 of the Minneapolis Code of Ordinances be amended to read as follows:

ARTICLE VI. SPECIAL PROVISIONS FOR SPECIFIC TYPES OF SIGNS

Section 27. That Section 543.190 of the above-entitled ordinance be renumbered as follows:

~~**543.190**~~**300. Auxiliary signs.** (a) *Size.* The sign area of auxiliary signs shall be included in the calculation of maximum sign area allowed on a site, as specified in Tables 543-1, Specific Standards for Signs in the Residence and OR1 Districts, 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts. Each auxiliary sign shall be limited to four (4) square feet in area, except signs accessory to uses first allowed in the industrial districts shall not exceed sixteen (16) square feet in area.

(b) *Height.* Freestanding auxiliary signs shall be limited to four (4) feet in height. Auxiliary signs attached to buildings shall comply with the district regulations for sign height.

(c) *Logos and other commercial messages prohibited.* Auxiliary signs shall not contain any logo or other commercial message.

Section 28. That Section 543.200 of the above-entitled ordinance be amended to read as follows:

~~**543.200**~~**310. Awning, canopy and marquee signs.** Awning, canopy and marquee signs shall be painted on or affixed ~~flush against~~ to an awning, canopy or marquee. No such sign shall extend ~~beyond~~ outward from the awning, canopy or marquee on which it is located, except as provided for theater marquees in ~~section~~ Section 543.480~~290~~. Awning, canopy and marquee signs shall be included in the calculation of the total permitted building sign area.

Section 29. That Section 543.210 of the above-entitled ordinance be amended to read as follows:

543.210320. Banners. (a) *Commercial banners.* Commercial banners shall be considered signs and therefore shall be included in calculating the total sign area of the site and shall be regulated as such. A commercial banner shall be considered a wall sign or a projecting sign.

(b) *Decorative banners.* Decorative banners shall be allowed in all districts, provided such banners comply with the following:

- (1) Commercial messages or logos shall be prohibited from decorative banners.
- (2) Decorative banners shall be exempt from the total allowable sign area for a site, provided the maximum aggregate area for decorative banners shall not exceed fifteen (15) percent of the total allowable sign area for a parcel, except that at least one (1) decorative banner not exceeding eight (8) square feet shall be allowed on a zoning lot.
- (3) ~~Decorative banners shall not exceed fourteen (14) feet in height, except in the C3A and downtown districts and the Downtown Entertainment Area, where such district standards shall apply. The height of decorative banners shall comply with the district regulations for sign height.~~

Section 30. That the above-entitled ordinance be amended by adding thereto a new Section 543.330 to read as follows

543.330. Changeable copy sign, dynamic. (a) *In general.* The dynamic changeable copy sign shall be limited to letters or numbers only. The background of the dynamic changeable copy sign shall be black and the text shall be colored.

(b) *Number of signs.* There shall not be more than one (1) dynamic changeable copy sign located on a zoning lot.

(c) *Location.* The dynamic changeable copy sign shall be located on a primary building wall or be part of a freestanding sign.

(d) *Size.* The maximum size of the dynamic changeable copy sign shall be sixteen (16) square feet. Dynamic changeable copy signs shall be included in the calculation of the total permitted sign area.

(e) *Height.* Notwithstanding Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial

Districts, the maximum height of a dynamic changeable copy sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.

(f) *Duration of message.* The copy of the dynamic changeable copy sign shall remain static for a period of not less than one (1) hour.

(g) *Luminance.* Between 7 a.m. and 7 p.m. the maximum luminance shall be 5,000 nits and between 7 p.m. and 7 a.m. the maximum luminance shall be 500 nits.

Section 31. That the above-entitled ordinance be amended by adding thereto Section 543.340 to read as follows:

543.340. Dynamic signs. (a) *In general.* Except where allowed as-of-right in the Downtown Entertainment Area, dynamic signs may be allowed as a conditional use, subject to the provisions of Chapter 525, Administration and Enforcement, and the following:

(b) *Number of signs.* There shall not be more than one (1) dynamic sign located on a zoning lot.

(c) *Location.* The dynamic sign shall be located on a primary building wall.

(d) *Height.* Notwithstanding Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, the maximum height of a dynamic sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.

(e) *Size.* Dynamic signs shall not exceed thirty-two (32) square feet. Dynamic signs shall be included in the calculation of the total permitted sign area.

(f) *Duration of message.* The sign message shall remain static for a period of not less than eight (8) seconds.

(g) *Luminance.* Between 7 a.m. and 7 p.m. the maximum luminance shall be 5,000 nits and between 7 p.m. and 7 a.m. the maximum luminance shall be 500 nits.

Section 32. That Section 543.220 of the above-entitled ordinance be renumbered as follows:

543.220350. Fence signs. (a) *In general.* Signs attached to fences shall be included in the calculation of maximum wall sign area allowed on a site and

shall be regulated as such. Signs attached to fences shall not project beyond the edge of the fence.

(b) *In required yards.* Signs attached to fences, retaining walls or other similar structures may be located within a required yard, provided such sign, including the back of such sign, shall not be visible from any residence or office residence district abutting such required yard.

Section 33. That Section 543.230 of the above-entitled ordinance be and is hereby repealed.

~~**543.230. Flashing signs.** (a) *Downtown districts.* Flashing signs shall be allowed in the downtown districts, provided flashing signs containing changing written messages shall be limited to the news, weather, time or other public service messages, except signs regulated by the sign standards for the Downtown Entertainment Area, provided further that the vertical dimension of such changing written message shall not exceed four (4) feet, except signs regulated by the sign standards for the Downtown Entertainment Area. Other flashing signs shall comply with the sign regulations for the district in which the sign is located.~~

~~(b) *C3A district.* Flashing signs shall be allowed, except that flashing signs containing changing written messages shall be limited to time and temperature only.~~

~~(c) *All other commercial districts.* Flashing signs shall be limited to the time and temperature only and shall comply with the sign regulations for the district in which they are located, but in no case shall the vertical dimension of such sign exceed two (2) feet.~~

Section 34. That Section 543.240 of the above-entitled ordinance be amended to read as follows:

543.240360. Freestanding signs. (a) *In general.* Except for auxiliary, political, portable, project information, real estate and temporary signs, decorative banners, menu boards and signs accessory to parking lots, not more than one (1) freestanding sign shall be permitted on a zoning lot, except as otherwise permitted in this section.

(b) *Public and institutional uses in the OR2 and OR3 Office Residence Districts.* Notwithstanding Table 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, not more than one (1) freestanding sign shall be permitted per frontage.

~~(c) *Uses located in the C3S District.* One (1) freestanding sign shall be permitted for each six hundred (600) feet of primary frontage or fraction thereof,~~

~~but not more than two (2) such signs shall be allowed, except as otherwise provided in this section. In addition one (1) freestanding sign shall be permitted for each secondary frontage, provided such secondary frontage is at least six hundred (600) feet in length. If a frontage is longer than six hundred (600) feet, one (1) additional sign based upon another frontage may be placed on such frontage for each three hundred (300) feet of frontage in excess of six hundred (600) feet.~~

~~(dc) Landscaping Base of sign. Landscaping or other decorative materials designed to screen the base of the freestanding sign and any light fixtures shall be provided. Such landscape or decorative materials shall be capable of screening the base of the sign all year and shall be well maintained.~~

Section 35. That Section 543.250 of the above-entitled ordinance be renumbered as follows:

543.250370. Menu boards. (a) *Size.* The sign area of menu boards shall be included in the calculation of maximum sign area allowed on a site, as specified in Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts. Each menu board shall be limited to thirty-six (36) square feet in area.

(b) *Height.* Freestanding menu boards shall be limited to six (6) feet in height.

(c) *Exemption from regulations on number of freestanding signs.* Menu boards shall be exempt from the restrictions on the number of freestanding signs allowed on a zoning lot, provided there shall be no more than two (2) menu boards on a zoning lot. Such menu boards shall be single-sided.

Section 36. That Section 543.260 of the above-entitled ordinance be amended to read as follows:

543.260380. Political signs. (a) *Location.* Political signs are allowed as a permitted encroachment in the required front yard. No political sign shall be closer than eight (8) feet from any other zoning lot. No political sign shall be placed on the public right-of-way, including boulevard trees and utility poles.

~~(b) Maximum number of signs. No limit within size allocation.~~

~~(bc) *Size.*~~

~~(1) *Residence and OR1 Districts.* One (1) freestanding or wall political sign, not to exceed Maximum of eight (8) square feet in area, shall be permitted per street frontage. A larger political sign may be allowed,~~

provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.

- (2) *All other districts.* ~~One (1) freestanding or wall political sign, not to exceed Maximum of thirty-two (32) square feet in area,~~ shall be permitted per street frontage. A larger political sign may be allowed, provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.

(ed) *Height.*

- (1) *Residence and OR1 Districts.* The height of a freestanding political sign shall not exceed six (6) feet. A political sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.
- (2) *All other districts.* The height of a freestanding political sign shall not exceed fourteen (14) feet. A political sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.

(de) *Sign removal.* Signs sponsoring candidates for public office shall be removed within ten (10) days after an election has been held unless the candidate is one (1) who qualifies as a candidate to be named on the ballot at a general election after a primary election. In that case, signs erected prior to the primary election may be left in place until ten (10) days after the general election.

Section 37. That Section 543.270 of the above-entitled ordinance be amended to read as follows:

543.270390. Portable signs. (a) *Limits.* Portable signs shall not exceed twelve (12) square feet in area, shall not be illuminated, and shall be of sufficient weight to prevent movement by wind.

(b) *On the public right-of-way.* Portable signs may be allowed on the public right-of-way, ~~provided an encroachment permit is obtained for such sign.~~ Portable signs shall not obstruct the public sidewalk and shall not be attached to public infrastructure.

(c) *Exemption from regulations on number of freestanding signs.* Portable signs shall be exempt from the restrictions on the number of freestanding signs allowed on a zoning lot, provided such portable signs shall not exceed four (4) feet in height and there shall be not more than one (1) such portable sign per street frontage.

Section 38. That Section 543.280 of the above-entitled ordinance be renumbered as follows:

543.280400. Project information signs. (a) *Location.* Project information signs are allowed as a permitted encroachment in the required front yard. No project information sign shall be closer than eight (8) feet to any other zoning lot. No project information sign shall be placed on the public right-of-way, including boulevard trees and utility poles.

(b) *Size.*

(1) *Residence and OR1 Districts.* One (1) freestanding or wall project information sign, not to exceed eight (8) square feet in area, shall be permitted per street frontage. A larger project information sign may be allowed, provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.

(2) *All other districts.* One (1) freestanding or wall project information sign, not to exceed thirty-two (32) square feet in area, shall be permitted per street frontage. A larger project information sign may be allowed, provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.

(c) *Height.*

(1) *Residence and OR1 Districts.* The height of a freestanding project information sign shall not exceed six (6) feet. A project information sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.

(2) *All other districts.* The height of a freestanding project information sign shall not exceed fourteen (14) feet. A project information sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.

(d) *Sign removal.*

(1) *Residence and OR1 Neighborhood Office Residence districts.* The project information sign may be in place only during the period that said project is under construction, not to exceed one hundred eighty (180) days after the issuance of the building permit, and only while valid building permits are in force.

(2) *All other districts.* The zoning administrator may issue an annual permit for a project information sign. Such sign may be in place only during

the period that said project is under construction, and only while valid building permits are in force.

Section 39. That Section 543.290 of the above-entitled ordinance be amended to read as follows:

543.290410. Projecting signs. A projecting sign shall not ~~may~~ extend above the top of the wall or parapet line or, in the case of a mansard roof, beyond the deck line. Subject to the sign height regulations, a projecting sign may extend two (2) feet per story, but not more than a total of ten (10) feet, above the roof line of a flat roofed building. In the case of a mansard roof, a projecting sign may extend not more than four (4) feet above the deck line. In no case shall any element of the projecting sign be attached to the roof of the building.

Section 40. That Section 543.300 of the above-entitled ordinance be renumbered as follows:

543.300420. Real estate signs. (a) *Location.* Real estate signs are allowed as a permitted encroachment in the required front yard. No real estate sign shall be closer than eight (8) feet to any other zoning lot. No real estate sign shall be placed on the public right-of-way, including boulevard trees and utility poles.

(b) *Size.*

- (1) *Residence and OR1 Districts.* One (1) freestanding or wall real estate sign, not to exceed eight (8) square feet in area, shall be permitted per street frontage. A larger real estate sign may be allowed, provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.
- (2) *All other districts.* One (1) freestanding or wall real estate sign, not to exceed thirty-two (32) square feet in area, shall be permitted per street frontage. A larger real estate sign may be allowed, provided such sign shall be included in the calculation of the total permitted sign area of the site and shall be regulated as such.

(c) *Height.*

- (1) *Residence and OR1 Districts.* The height of a freestanding real estate sign shall not exceed six (6) feet. A real estate sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.

- (2) *All other districts.* The height of a freestanding real estate sign shall not exceed fourteen (14) feet. A real estate sign mounted on a wall shall not exceed the height requirements of the district in which the sign is located.

Section 41. That Section 543.310 of the above-entitled ordinance be amended to read as follows:

543.310430. Service area canopy and pump island signs. (a) *Service area canopy signs.* Notwithstanding Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, twenty-five (25) square feet of signage per frontage may be applied to the faces of the canopy facing any street. Such signage may be lighted externally or internally, ~~or be back-lighted~~, but no other part of the face of the service area canopy shall be illuminated. Service area canopy signs shall not extend beyond the face of the canopy.

(b) *Pump island signs.* Signs on pumps and pump islands shall be permanently affixed, non-illuminated, less than one (1) square foot in area and less than six (6) feet in height.

Section 42. That Section 543.320 of the above-entitled ordinance be amended to read as follows:

543.320440. Specific product or brand name signs. Signs which mention a specific product or brand name sold or offered on the premises, except identification signs, shall be subject to the following:

- (1) Such signs shall not exceed sixteen (16) square feet in area.
- (2) Not more than ~~one (1)~~ two (2) such signs shall be located on a freestanding sign.
- (3) Not more than two (2) such signs per primary building wall.
- ~~(3)~~ (4) Such signs shall be included in the calculation of the total permitted sign area.
- ~~(4)~~ (5) Such signs shall comply with all of the applicable regulations of this zoning ordinance.

Section 43. That Section 543.330 of the above-entitled ordinance be amended to read as follows:

543.330450. Temporary signs. (a) *In general.* All temporary signs shall be attached to a building.

(a**b**) *Time.* During any calendar year temporary signs shall not be in place for more than a total of sixty (60) days. If temporary signs are maintained on a zoning lot in excess of sixty (60) days, such signage shall be considered permanent and shall be regulated as such.

(a**c**) *Sign area and number.* Temporary signs shall be exempt from the calculation of total permanent sign area allowed on the site, but shall meet the same dimensional, locational, total sign area and other applicable regulations for permanent signs.

Section 44. That the above-entitled ordinance be amended by adding thereto a new Section 543.460 to read as follows:

543.460. Time and temperature signs. (a) *Commercial districts.* Time and temperature signs shall comply with the sign regulations for the district in which they are located, but in no case shall the vertical dimension of such sign exceed two (2) feet.

(b) *Downtown districts.* Time and temperature signs shall comply with the sign regulations for the district in which they are located, but in no case shall the vertical dimension of such sign exceed four (4) feet.

Section 45. That Section 543.340 of the above-entitled ordinance be amended to read as follows:

543.340470. Wall signs. (a) *In general.* A wall sign shall not extend outward more than twenty-four (24) inches from the structure, except a flat wall sign shall not extend outward more than six (6) inches from the structure. A wall sign shall not extend above the top of the wall or parapet line or, in the case of a mansard roof, beyond the deck line, nor shall a wall sign extend beyond the corner of the building.

(b) *Exception.* Recognizing that certain ~~larger~~ buildings or uses may have unique identification needs, notwithstanding the height and area limits of Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, a conditional use permit may be applied for, as provided in Chapter 525, Administration and Enforcement, to allow not more than two (2) additional wall signs identifying the name or logo of a building or use in a building that exceeds six (6) stories or eighty-four (84) feet in height, subject to the following:

- (1) Signs shall be limited to individual letters or elements permanently affixed to the building wall.
- (2) Signs shall not exceed three (3) square feet of sign area for each one (1) foot of building wall to which such sign is attached or three hundred (300) square feet, whichever is less.
- (3) Not more than one (1) sign shall be located on a building wall.
- (4) The vertical dimension of such sign shall not exceed fourteen (14) feet.

Section 46. That Section 543.350 of the above-entitled ordinance be amended to read as follows:

~~543.350~~480. Window signs. Window signs shall be allowed, provided that such signage shall not exceed thirty (30) percent of the window area, whether attached to the window or not, and shall not block views into and out of the building ~~at eye level~~ in the area between four (4) and seven (7) feet above the adjacent grade. Window signs shall be included in the calculation of the total permitted building sign area, except as provided for temporary signs in ~~section~~ Section 543.330450.

Section 47. That Article VI of the above-entitled ordinance be and is hereby repealed.

~~ARTICLE VI. DESIGN AND MAINTENANCE~~

Section 48. That Section 543.360 of the above-entitled ordinance be and is hereby repealed.

~~543.360. Mounting of signs.~~ ~~All signs shall be mounted in one (1) of the following manners:~~

- ~~(1) Flat against a building or wall.~~
- ~~(2) Back-to-back in pairs or otherwise arranged in such a manner so that the back of the signs will be screened from public view.~~
- ~~(3) Otherwise mounted so that the backs of all signs showing to public view, including all parts of the sign structure, shall be painted a dark or neutral color and shall be well maintained.~~

Section 49. That Section 543.370 of the above-entitled ordinance be and is hereby repealed.

~~**543.370. Maintenance and repair.** (a) *Maintenance required.* All signs shall be kept in good repair and free from peeling paint, rust, damaged or rotted supports, framework or other material, broken or missing faces or missing letters.~~

~~(b) *Activities considered normal maintenance and repair.* Normal maintenance and repair shall include activities such as replacement, restoration or improvement. Following damage or destruction, replacement of a nonconformity shall mean that the sign face or sign structure and site, if reinstated with a nonconformity as allowed under the terms of this chapter, shall be reconstructed to match the conditions of the sign face or sign structure that preceded damage or destruction. Reasonable conditions may be imposed by the zoning administrator to mitigate any newly created impact on adjacent property. Nonconformities that are completely or substantially reconstructed that include changes to building placement or design shall be subject to section 531.50, Expansion or alteration of nonconforming uses and structures.~~

~~(c) *Items not considered normal maintenance and repair.* Changes made to the location, size, height or bulk of the sign or addition of illumination are not considered normal maintenance and repair and shall require that a nonconforming sign be brought into conformance with all requirements of this chapter.~~

Section 50. That Section 543.380 of the above-entitled ordinance be and is hereby repealed.

~~**543.380. Sign removal.** Any structure from which a sign has been moved or removed shall be repaired with materials which match the existing background.~~

Section 51 That Section 543.390 of the above-entitled ordinance be and is hereby repealed.

~~**543.390. Signs not to be a traffic hazard.** (a) *Misleading signs.* No sign shall be installed in a way that obstructs clear vision of persons using the streets, or may be confused with any authorized traffic sign, signal, or device. No sign, other than a public sign, which makes use of the words "Stop," "Look," "Danger," or any other word, phrase, symbol, or character which may interfere with, mislead, or confuse persons shall be visible from a public street. In addition, a sign in direct line of vision of any traffic signal, from any point in the traffic lane from a position opposite the near sidewalk line to a position one hundred fifty (150) feet before said sidewalk line, shall not have red, green or amber illumination.~~

~~(b) *Site triangle.* No sign shall be constructed or maintained within a distance of fifteen (15) feet from any street or alley intersection where the zoning~~

~~administrator finds it to obstruct a driver's view of approaching, merging or intersecting traffic.~~

Section 52. That Section 543.410 of the above-entitled ordinance be amended as follows:

543.410490. Procedure. An application for a sign adjustment shall be considered an application for a conditional use permit or a variance, as specified in Chapter 525, Administration and Enforcement. In addition to the conditional use permit or variance standards, the approval criteria of this article shall be met before a sign adjustment may be approved.

Section 53. That Section 543.420 of the above-entitled ordinance be amended to read as follows:

543.420500. Approval criteria. Adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (1) The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.
- (2) The sign adjustment will allow a sign ~~of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site~~ that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.